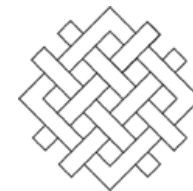


EMBARQ – Actually Making Transport Work Better in Developing Country Cities

**Prepared by Lee Schipper, Director Of
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EMBARQ

A catalyst for socially, financially, and environmentally sound solutions to the problems of urban mobility in the developing world.



EMBARQ

- A center within WRI, founded in May 2002 by WRI and the Shell Foundation with a 5 yr, US\$7.5 M grant by the SF
- A core of world-class experts bolstered by a network of firms, people, technology, and development banks around the world
- Additional ***EMBARQ*** sponsors include
 - Hewlett Foundation
 - Energy Foundation
 - Blue Moon Foundation
 - Asian Development Bank
 - Netherlands Ministry of Foreign Affairs
 - US Environmental Protection Agency
 - Ford Motor Company

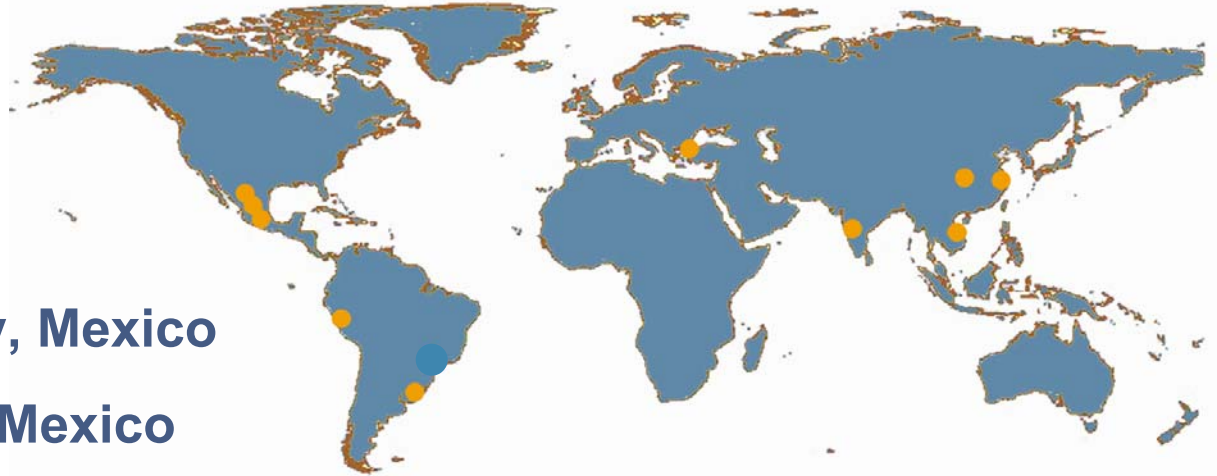


EMBARQ's Strategic Approach

- Work with politically and financially empowered authorities
- Form strategic public-private partnerships
- In-depth engagement with cities to design and implement “best-practice” urban transport solutions



Project Locations



- Mexico City, Mexico
- Querétaro, Mexico
- Porto Alegre, Brazil
- Shanghai, China
- Xi'an, China
- Pune, India
- Hanoi, Vietnam
- Istanbul, Turkey

Prospects

- Leon de Guanajuato, Mexico
- Monterrey, Mexico
- Lima, Peru

City on the move: Mexico City

- Creation of strategic partnership with GDF (Mexico City Government) and forming a local NGO, Center for Sustainable Transport (CTS-Mexico) in May 2002
- Partnerships with World Bank and US EPA/AID resulting in total resources of >\$12mn
- Design and implementation of Bus Rapid Transit (BRT) system “Metrobus”. First corridor launched June 19 on city’s primary avenue (W Bank)

METROBUS LAUNCH, JUNE 19 2005

“Indios Verdes” Station



City on the move: Mexico City

- Test of best engine/fuel combinations for new high-capacity, low emission transit buses (Wbank)
- Test of emissions control retrofits on older transit buses (EPA/AID) -90% reduction of particulate emissions



- Development of methodology to measure and validate GHG emissions savings from BRT

Other cities on the move


- **Shanghai, China.** Signing of MoU in October 2003. Joint work in BRT conceptual and pre-feasibility studies; developing of indicators of sustainable transport focused on clean air/local emissions and access/congestion
 - **Porto Alegre, Brazil:** Creation of second CTS in Latin America to implement BRT corridor and develop additional sustainable transport solutions
 - **Querétaro, Mexico:** Assist the city in developing a BRT corridor, as part of a broader sustainable mobility and urban development strategy
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Other cities on the move

- **Porto Alegre, Brazil:** Creation of second CTS in Latin America to implement BRT corridor and develop additional sustainable transport solutions
 - **Istanbul:** Early stage development of private-public partnership incorporating the municipal government, business leaders, and the public sector
 - **Hanoi, Pune, and Xi'an:** Development of sustainable transport indicators for decision making and action with an emphasis on traffic congestion, mobile source emissions, and transport-related accidents
- 

Indicators of Sustainable Transport

How Do Cities and their Projects Perform?

- **Key Pillars of Sustainable Transport:** Environmental and Safety, Economics, and Access
 - **Global Indicators:** Local emissions and air quality; time loss, speeds, modal shares, walkability, proximity of homes to transit stops; ped., veh-occupant safety; economic performance of sector.
 - **Project Indicators:** Development of baseline of transport activity, local emissions, GHG emissions etc. to measure impact of project over time
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THANK YOU谢谢/ GRACIAS/OBRIGADO

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